

Christopher and Debbie Moore
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A PASSION FOR PERFORMANCE

Many dream about making their passion or hobby into a career, but few make it happen. Christopher Moore is one exception to the rule. A passion for Porsches led Chris and his wife, Debbie, to establish Autobahn Extremist in 1997, and they have not looked back.

The Moores' Autobahn Extremist provides repair and maintenance services for high performance German automobiles such as Porsches, Audis, and BMWs. The business also specializes in building engines and providing parts and components for auto racing enthusiasts.

Already mechanically inclined, Chris first fell in love with the Porsche while stationed in Germany with the U.S. Air Force. While in the service, he retooled scrap autos with high performance Porsche engines and sold them to fellow recruits. Upon his discharge and return to the States, Chris pursued a career outside of the automotive arena, but he found a way to purchase a Porsche of his own.

His love of working on performance autos eventually brought him back to taking employment with local automotive repair shops. A chance meeting with another Porsche owner who was having little luck finding a specialized auto repair shop led Chris and Debbie to consider opening their own high performance automotive repair shop. Debbie drafted a convincing business plan, and, with the assistance of a \$50,000 SBA guaranteed loan through KeyBank, Autobahn Extremist was born.

Concerns about being able to survive while catering solely to a high-end auto clientele were quickly dispelled. Autobahn Extremist had found its niche and served it well. The company grew a strong reputation for quality service based solely on word of mouth referrals. Satisfied customers became their sales force, generating more and more clients! By 2002, the demand for service forced the Moores to consider relocating to a much larger, more modern facility. They updated their business plan, sold their proposal to KeyBank, and obtained another SBA guaranteed loan. The loan allowed the business to acquire additional equipment and relocate to Rocky River.

Autobahn Extremist continues to grow while specializing in Porsche automobiles, full service maintenance for high end cars, and race track car preparation. Chris Moore finds himself living his passion, a passion for performance cars that has grown into a very successful career!